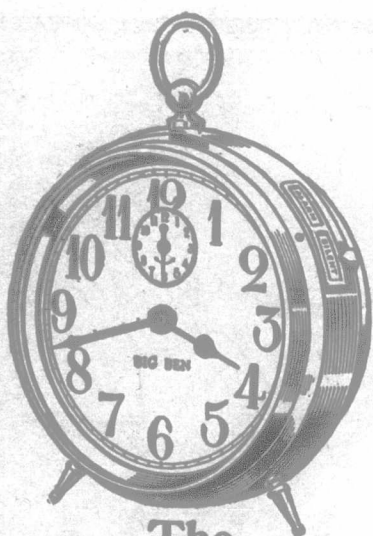




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Big Ben is the biggest thing today in the alarm clock business.

He is only two years and a half old, but he's already getting more work from the Dominion than any clock alive.

In two years and a half time, 6,000 Canadian dealers have adopted him. Nearly half of the families in Canada leave it to him to call them up in the morning; nearly half the families in Canada use him all day long to tell the right time by. He is really two good clocks in one—a crackerjack of a time-keeper and a crackerjack of an alarm.

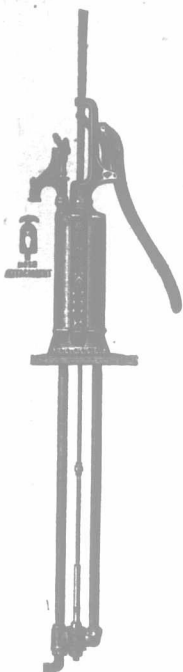
Big Ben stands seven inches tall. He is triple nickel-plated and wears an inner vest of steel that insures him for life. His big, bold figures and hands are easy to read in the dim morning light. His large, comfortable keys almost wind themselves. He rings five minutes steadily or ten intermittently. If he is oiled every other year, there is no telling how long he will last.

Big Ben's price is \$3.00 anywhere in Canada. If you cannot find him at your dealer's, a money order sent to *W. & S. Co., La Salle, Illinois*, will bring him to you, carefully packed and duty charges paid.

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If you expect to buy a separator it will be worth your while to see what some of these De Laval users think of their machines.

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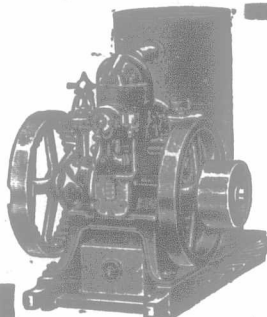
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